

## Georgia Southern University Digital Commons@Georgia Southern

---

Business Innovation Group News

Business, College of - College Publications

---

4-27-2012

# Business Innovation Group (BIG) News

Georgia Southern University

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/cob-big-news>

---

### Recommended Citation

Georgia Southern University, "Business Innovation Group (BIG) News" (2012). *Business Innovation Group News*. 164.  
<https://digitalcommons.georgiasouthern.edu/cob-big-news/164>

This article is brought to you for free and open access by the Business, College of - College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business Innovation Group News by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

## Winners of the Spring 2012 Sea Island Bank business plan competition are...

April 27, 2012



On 25<sup>th</sup> April the Center for Entrepreneurial Learning and Leadership held its Spring 2012 undergraduate venture panels and business plan competition sponsored by Sea Island Bank. The competition was held in Sea Island Bank's formal board room from 4:00pm to 9:00pm and six teams presented to compete for the top honor and donated prizes. Judges graded the students' two page executive summary, their 15 minute presentation and a 30 minute interview.

The first team to present included: Ian Farrell, Andrew Meador, Carl Shubert, Anson Walden and Travis Williams. The team proposed their business 'Kraken's Katch' which was sport fishing charter that had a differentiated product including smaller groups, a glass bottomed boat and a resident chef cooking angler's catches.

Next up was Misite.com presented by Adel Abudayeh, Chris Atkinson, Jack Barfield, Melinda Butler, Sylvia Kline and Kyle Woodall. The team acted as consultants for E-Zone member Misite.com and explored a business plan focused on providing website and social media development, as well as,



services to municipalities in Georgia.

The third group to present was Your Ink Inc. represented by Linda Aguilar Espinal, Stephen Casteel, Amanda Foskey, Marti Kelley and Melvin La Pan. The team presented a business plan for *"a website that provides phone applications that will allow tattoo shops and artists to market to their target customers via mobile devices"*.

Next in line was 'Collect n Count' presented by Omar Elnahas, Kara Odum, Vitria Pinkston, Garrett Sock and Jason Thomas. Collect n Count was a reward and recycling system built into a trash can that was designed to provide universities with a system for providing incentives to recycle.



The fifth group 'Dip n Drive' was pitched by Tyrone Betters, Kevin Gattone, Lauren Hawkins, Abby Longwater and Donta McMichael. *"Dip n Drive is an innovative new product that holds condiment containers in a fixed position, making the dangerous activity of driving while eating much safer".*

Last to present were Jaw.co, the team included Jorg Beck, Jonathan Brunson, Bienvenido De Los Santos, Adam Lausch and Sterlon Turner. Jaw.co proposed a company developing and selling a new product "Just Add Water" a collapsible cup that provides a convenient way to enjoy healthy fruit flavored drinks.

.....**AND the WINNERS are Your Ink Inc** who have won gifts from Sea Island Bank and have the honor of calling themselves the Spring 2012 Sea Island Bank business plan competition winners.

Thank you to our judges: Danny Key (Dabbs, Hickman, Hill & Cannon LLP); Bryce Bunting (Advanced Valve and Instruments Inc.) and Bruce Yawn (retired entrepreneur – Snooky's). Thank you Steven Sanders and Sea Island Bank for being a great hosts and also many thanks to our sponsors Sea Island Bank and Dabbs, Hickman, Hill & Cannon LLP.

[slideshow]

## 8th New Venture Concept Exhibition

April 27, 2012



On the 27th of April, the **Center for Entrepreneurial Learning and Leadership** held its 8<sup>th</sup> Venture Concept Exhibition in the College of Information Technology Atrium. Students from two sections of Jim Williams's (Chair of the Advisory Council) MGNT 3234 entrepreneurship class developed business ideas and presented them in a simulation of a 'trade show'.

The Venture Concept Exhibition allows students to present venture ideas to students, faculty and the community that they have been working on in their entrepreneurship classes. The students come up with an innovative idea, undertake some basic market research and think through the business concept. They are then invited to pitch their business idea for 5 minutes to a panel of 'prospective investors' and develop a trade show stand that demonstrates their business concept. The trade show typically



carries on for 2-3 hours and the students are expected to draw people to their stands and engage in conversations about their businesses.

We are once again grateful to our judges Joan McNeal (Exodus Payment Systems, LLC) and Ellwood G. Ivey (The Invention Ingen LLC, dba.)

[slideshow]